

DECLARATION AND POWER OF ATTORNEY FOR PATENT APPLICATION

As a below named inventor, we hereby declare that:

My residence, post office address and citizenship are as stated below next to my name. I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled INTERNET STRATEGIC BRAND WEIGHTING FACTOR

the specification of which (check one)

X is attached hereto
_____ was filed on _____ as United States Application Number
or PCT International Application Number _____
and was amended on _____.

I hereby state that I have reviewed and understand the contents of the above identified specification, including claims, as amended by any amendment referred to above. I acknowledge the duty to disclose to the U.S. Patent and Trademark Office all information known to me to be material to patentability as defined in 37 CFR § 1.56.

I hereby claim foreign priority benefits under 35 U.S.C. § 119(a)-(d) or § 365(b) of any foreign application(s) for patent or inventor's certificate, or §365(a) of any PCT International application which designated at least one country other than the United States, listed below and have also identified below any foreign application for patent or inventor's certificate, or PCT International application having a filing date before that of the application on which priority is claimed.

Priority Claimed

_____ (Number)	_____ (Country)	_____ (Day/Month/Year Filed)	____ Yes ____ No
_____ (Number)	_____ (Country)	_____ (Day/Month/Year Filed)	____ Yes ____ No

I hereby claim the benefit under 35 U.S.C. § 119(e) of any United States provisional application(s) listed below.

_____ (Application Number)	_____ (Filing Date)
_____ (Application Number)	_____ (Filing Date)

I hereby claim the benefit under 35 U.S.C. § 120 of any United States application(s), or § 365(c) of any PCT International application designating the United States, listed below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United States or PCT International application in the manner provided by the first paragraph of 35 U.S.C. § 112, I acknowledge the duty to disclose material information as defined in 37 CFR § 1.56(a) which occurred between the filing date of the prior application and the national or PCT international filing date of this application:

_____ (Appl. Serial No.)	_____ (Filing Date)	_____ (Status)(patented, pending, abandoned)
_____ (Appl. Serial No.)	_____ (Filing Date)	_____ (Status)(patented, pending, abandoned)

Pocket No: CHA928610014851
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ADDED PAGE TO COMBINED DECLARATION AND POWER OF ATTORNEY
FOR SIGNATURE BY FIRST AND SUBSEQUENT INVENTORS

POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorney(s) and/or agent(s) to prosecute this application and transact all business in the Patent and Trademark Office connected therewith:

Steve Soucar, Reg. No. 32,440; Norman Gubdel, Reg. No. 18,337; Carl Hesse, Reg. No. 25,393;
Doug Lashoff, Reg. No. 28,871; Richard Yonlin, Reg. No. 24,441; Christopher R. Hughes, Reg. No. 26,314;
John E. Hoel, Reg. No. 26,279; Joseph C. Redmond, Jr., Reg. No. 18,753;
James E. Murray, Reg. No. 20,915;

Send Correspondence to: James E. Murray
69 South Gate Drive, Poughkeepsie, N.Y. 12601
Telephone: (845) 462-4763

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Full Name of sole or first inventor: JANE CHILDS

Signature: Jane Childs Date: 6 November 2001
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Full Name of second joint inventor: MOON JO LIM

Signature: Moon Jo Lim Date: Nov. 1, 2001
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Full Name of sole or third inventor: SUSAN BORLINGAME LEVANGIA

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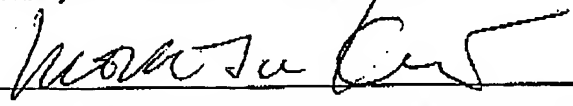
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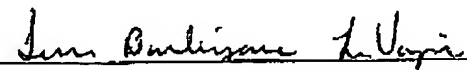
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Full Name of Fourth joint inventor: PAUL NICHOLAS MONTYRENT

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